



## **Boston/Cambridge Q1 Meeting Promotion for TDMD Participating Hotels**

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### **Information & Frequently Asked Questions**

Meet Boston is pleased to continue its First Quarter meetings promotion that will incentivize NEW business with a 10% rebate off all actualized guest rooms, banquet food & beverage revenue and meeting room rental. The incentive applies to any NEW group business taking place between November 20, 2023 and March 31, 2024. To qualify for the 10% rebate, the group must actualize a minimum of 10 rooms on peak night.

The Boston Cambridge Tourism Destination Marketing Fund will reimburse hotels for this offer. See details on payment process [here](#).

**Eligible Participants:** All hotels in Boston and Cambridge that are members of the Tourism Destination Marketing District (properties with 50 or more rooms)

**Promotion Dates:** November 20, 2023-March 31, 2024

**Offer:** Book new group business at a participating Boston or Cambridge hotel over the dates referenced above and receive a 10% rebate to your master bill on all guest room, banquet food & beverage and meeting room rental revenue. A minimum of 10 room on peak required.

**Marketing and Promotion:** Meet Boston will develop collateral and campaign elements to be deployed via a variety of channels including a dedicated web page, digital advertisements, print ads, social media posts, earned media. Hotels can utilize creative assets in their own promotions. See the most recent [marketing piece](#) (pdf).

### **Frequently Asked Questions**

#### **What groups qualify for the Q1 incentive?**

New group with 10 rooms or more on peak, with or without meeting space is eligible for the Q1 group incentive.

#### **What defines new business?**

A new opportunity initiated after the start of the incentive is considered new business. If a customer who has done business with the hotel in the past, initiates a new opportunity, that new opportunity will be eligible for the incentive.



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### **Frequently Asked Questions**

#### **Are catering events eligible for promotion?**

This incentive applies to 'group' bookings only with at least 10 rooms on peak contracted and actualized. The group must actualize at least 10 rooms or more on peak. If they actualize less than 10 rooms and pay attrition for the difference, they will be eligible for the incentive.

#### **Does this apply to "rooms only" groups?**

The incentive applies to all groups with at least 10 or more rooms on peak contracted and actualized; with or without meeting space.

#### **What charges are eligible to receive the incentive?**

Guest room revenue, banquet food & beverage revenue and meeting room rental are eligible to receive the Incentive.

#### **What charges are NOT eligible for the incentive?**

Audio/visual charges, spa, restaurant, in-room dining, etc. or any incidental charges are not eligible for the incentive.

#### **Is alcohol included in the F&B rebate?**

Yes, alcohol along with a banquet function is eligible for the incentive.

#### **If we have a group IPO and there isn't a master account, can we still send the rebate to the company and get reimbursed?**

Yes, groups which are IPO (Individual Pay on Own) are eligible for the incentive. Hotel will have to provide backup that the group was credited in the amount of 10% of all actualized eligible revenue.

#### **Is the food, beverage and rental of a wedding reception booking eligible for this promotion if they contract 10 or more guest rooms?**

Yes, Food & Beverage revenue for a wedding reception is eligible for the incentive provided there is a block with at least 10 rooms on peak contracted and actualized.

#### **Will the meeting qualify if part of the block falls outside of the published incentive dates?**

At least one peak night (Peak is definite as 80% or more rooms of a night with the most rooms) falls within the promotion dates listed on the incentive.



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#### **What rate will intermediary commissions be paid out on?**

Intermediary commissions should be paid out on the contracted room rate before applying the 10% discount.

#### **Could the rebate check be sent directly from Meet Boston to the client?**

The hotel is required to credit the customer for 10% of guest room revenue, banquet food and beverage revenue and meeting room rental. Once the hotel submits the required documents along with the appropriate backup, Meet Boston will reimburse the hotel. Meet Boston cannot send a check directly to the customer.

#### **How and when will my hotel be reimbursed?**

After the documents and backup are sent to Meet Boston, hotels will be reimbursed via check. Checks will be sent out on a weekly basis. If all documentation is received by 4:00pm Friday, a check will be mailed out the following Thursday.

#### **When and where do I send the documentation?**

Please email all the backup to [ap@meetboston.com](mailto:ap@meetboston.com). All documents need to be received within 30 days of the group's departure to be reimbursed.